

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:598
ANSWERED ON:09.07.2004
EXPORT OF FRUITS
Shaheen Shri Abdul Rashid

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether the Government is contemplating to enter into the world market with a brand name for exporting items from India;
- (b) if so, whether the Government has made efforts to export fruits such as mangoes, apples, oranges etc. by making them competitive and market-oriented in the world markets; and
- (c) if so, the details thereof and the outcome of efforts made for the export of fruits?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI E.V.K.S. ELANGO VAN)

a): No, Sir. Agricultural and Processed Food Products Export Development Authority (APEDA), however, has a scheme for registered exporters for award of 'Quality Produce of India' logo for agricultural export items which meet the specific criteria laid down under the scheme.

b)&c): Some of the efforts to make the exports of fruits competitive and market oriented in the world market are:- # Providing financial assistance through various plan schemes which are aimed at improving the productivity and reducing the cost of production of farmers, processors and exporters. # Developing grading and marketing standards for different fruits and vegetables under the AGMARK Act. # Participation in important international trade fairs to provide to the exporters an orientation to the international market demands. # Implementation of the concept of Agri Export Zone (AEZ) seeking to address the problems of production, processing and marketing right through the supply chain. # Organising product specific market promotion campaign viz. for mangoes in Europe, Middle East, China, Singapore and Malaysia.

Outcome of efforts made for the exports of fruits are as follows:-

The export performance of mangoes, apples and oranges during 2000-01, 2001-02 and 2002-03 are as under:-

Fruits Value of exports (Rs. Crores)

	2000-01	2001-02	2002-03
Mangoes	68.60	80.99	84.19
Apple	4.17	13.39	15.71
Orange	27.37	31.87	28.46

(Source: DGCI&S)

As a result of mango promotion campaign carried out by APEDA, China has recently allowed import of mangoes. A protocol is also being developed for exports of mangoes to Japan.

Maharashtra State Agriculture Marketing Board (MSAMB) has sent a trial container of oranges to the middle east which may boost exports of Indian oranges to the Middle East.